

# igniyte

Transform how the  
world views you online

## The Reputation Report

### Commissioned by Ignyte

Ignyte transforms the way the world views you by creating positive content, PR and profiles for individuals, companies and brands.



# The Reputation Report

In a study commissioned by Igniye, 500 business owners and higher decision makers representing organisations across the UK were asked to consider issues relating to company online reputation and how it impacts on their business.

An overwhelming



**88%**

of the businesses studied believe that having a positive online presence is important to the people who use their services.

**ONE IN FIVE**

of the companies surveyed are unhappy with the way they're portrayed on their Google page one.




Regionally, businesses in the East Midlands were most dissatisfied by their Google page one, while businesses in the South West were the most satisfied.





More than half of the leaders contacted (52%) say their businesses have been adversely affected by negative content online.



This negativity comes in many forms, with the most damaging being content posted by competitors (43%) followed by malicious postings from disgruntled former employees (42%).



Bad reviews are also causing problems for 41% of the businesses, while almost a third (30%) feel their online reputation has been damaged by employees.



Negative media coverage is an issue for

**17%**

of businesses, and one in ten have been affected by social media posts.

And while there is growing awareness around the importance of maintaining a positive profile online, dealing with negative content is still a tricky issue for UK companies.

A staggering

45%

of those quizzed said they'd failed to remove damaging posts, while more than a third (36%) had tried to engage with critics.

Another

12%

wanted to take action but didn't know where to start.



Only a third of bosses felt they had all the skills they needed to keep their company's online reputation up to scratch.



As a result,

ONE IN TEN

outsource managing their digital profile and another one in ten don't know how to keep on top of it.



Bad reviews (29%), negative social media posts (24%) and damaging content online (23%) are the top three business concerns.



And there is a very real impact on business with companies reporting an average loss of £46,815 because of damaging online content.

Almost one in ten (9%) have lost between

£50K  
AND  
£100K

while close to a quarter (24%) are £10k out of pocket.

Another one in five (20%) says poor online reputation has cost them closer to

£50K

Businesses in London

82%

then the West Midlands

64%

felt they'd been hit hardest by online content.



When it comes to online presence, three quarters of the companies surveyed believe negative content is now their number one business worry.

Another third

31%

say it's a massive concern for them in future, with one in five revealing that dealing with damaging content has become the focus of their entire online strategy.

They say tackling negative posts, reviews and comments is now more important than winning new sales, gaining followers and even raising brand awareness.



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Ignyte is a specialist in reputation management supporting individuals, companies and brands in building a strong online presence through positive communications and content. We consult on an array of online reputational issues including review management, removal of defamatory content, privacy and crisis communications.

For further information please contact Simon Wadsworth on email: [simon@igniyte.co.uk](mailto:simon@igniyte.co.uk) or phone: +44 0203 542 8682

A Guide to Building Your Company Reputation Online is the latest in a series of e-books produced by Ignyte. It provides a series of useful tips and advice designed to help companies of all types and sizes understand how to manage and maintain an effective online reputation. To download your free copy visit [www.igniyte.co.uk](http://www.igniyte.co.uk)